

**ABSTRACT OF THE DISCLOSURE**

An improved blender jar is provided for an electric blender. The blender includes a base with a motor. The jar includes a body with opposite upper and lower ends. The lower end has a collar adapted to mount onto the base such that a knife mounted in the lower end of the jar is coupled with the output shaft of the motor for rotation by the motor. The body of the jar has a reduced cross-sectional area portion between the upper and lower ends so as to enhance blending action of materials in the jar. The body also has inwardly extending ribs to enhance blending.